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Design an A1 poster using Powerpoint

The guidelines below are based on using the Oxford Brookes University branding. The content section is relevent to any large format poster. Use a programme you are familiar with and one that will easily create a PDF.
Remember to change the *'Page Setup'*. In Powerpoint you need to select *'Custom'* then type the dimensions given below. If A1 seems a daunting size to work with you could make your page A3. When it is printed you will need to ask for it to be printed A1 (200%).

DESIGN and LAYOUT

Poster size:
A1: 84.1cm x 59.4cm
A3: 42cm x 29.7cm
Remember to ask for it to be printed at A1 (200%)

A bit about BRANDING

If you are from Brookes you will need to use the green/pink box and the grey logo unless your project/poster is a joint venture with another institution/organisation.
Once outside the box you have a free reign to design your poster as you wish as long as you use the font Helvetica Neue or Arial

FONTS

The University font is **Helvetica Neue** 45-95 (not italics)
If you don't have it, use **Arial Black** (Title) and
Arial Regular **(subhead and body text)**

BOX COLOUR

In Powerpoint choose the text colours menu then 'more colours' use the RGB sliders to get green (R:141 G:156 B:64)
For pink (R:217 G:13 B:126)

LOGO COLOUR

grey **RGB (R: 150 G:150 B:134)**

Suggested green box FONT SIZING
For full A1 portrait size poster

Titles: 96pt (**Arial Black** colour: white)
(size will depend on length of title)
Line spacing 0.8 Character spacing: Tight
Subheading: 45pt (Arial Regular colour: white)
(should sit a bit below the heading)

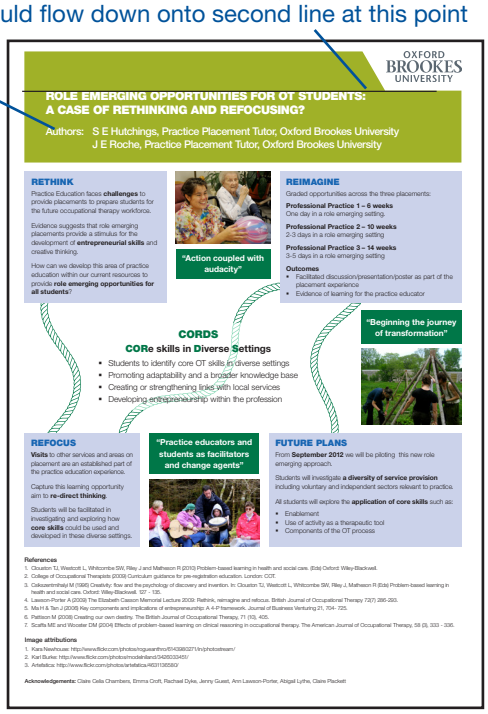
Suggested green box FONT SIZING
For A3 portrait size poster

Titles: 54pt, (**Arial Black** colour: white)
Line spacing 0.8 Character spacing: Tight
Subheading: 31pt (Arial Regular, colour: white)
(should sit a bit below the heading).

Portrait header

Title hangs from the horizontal frame edge beneath the logo.
Long titles should flow down onto second line at this point

Subheading



Landscape header

Short title hangs from the horizontal frame edge beneath the Oxford Brookes logo.

Where a long title is required in a landscape framework, the title heading may hang from the top of the second line.

CONTENT

LESS IS MORE

Only use main points for your poster:
- Introduction/Description
- Method/Statistics
- Conclusion/Summary

Have handouts with more information and references.

PHOTOS, ILLUSTRATIONS and DIAGRAMS

Remember a picture says a 1000 words so use some. Your images should support your text.
They help to break it up and provide colour but don't use too many.
Make sure your photos are a reasonably high resolution: 15cm x 10cm (1800px x 1200px) @ 300dpi (dots per inch).
Images taken from the internet (apart from possibly breaching copyright) are usually very small and poor quality.
So anything which is 3cm x 2cm (354px x 236px) @ 72dpi would be poor quality and appear blurred and pixellated.

WHITE SPACE is GOOD SPACE

Have enough space around your text and images. It will make your information easier to read.
Give yourself a good margin around the edge (Approx 2.5cm for A1 poster)
We have created A3 landscape and portrait poster templates in Powerpoint with the pink/green box and logo in place.
If you are from another organisation check whether you need to use your branding.

Key: pt: point (the desktop publishing point) = 72 points to the inch
dpi: dots per inch (printing term) = the more dots in an inch gives a sharper image
px: pixels (computer term) = little dots are what make up the images on computer displays